

## Electronic Acknowledgement Receipt

EFS ID:	3304264
Application Number:	09731115
International Application Number:	
Confirmation Number:	9203
<b>Title of Invention:</b>	Systems and methods for coordinating interactive and passive advertisement and merchandising opportunities
First Named Inventor/Applicant Name:	M. Scott Reichardt
Customer Number:	75563
Filer:	Brian Edward Mack
Filer Authorized By:	
Attorney Docket Number:	UV-174
Receipt Date:	15-MAY-2008
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Application Type:	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /zip	Pages (if appl.)
1	Appeal Brief Filed	UV-174_Amended_Appeal_Brief.pdf	68155 44c5ebc364ca1b90c7d01241ecdb2f00 1ffcat2	no	8

**Warnings:**

**Information:**

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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.